

Appendices A - D

Appendix A:

Market Research Development

First census questionnaire -
1790

1790

First questionnaire used for
business research ^I

1920

Interviews on the streets – with
visual aids ^{II}

Group interviews – pen and
paper ^{III}

1930

Focus Groups – pen and paper, then
in 1940s recorded sometimes ^{III}

1940

Telephone interviews ^{IV}

1980

1990

Online Questionnaire, Email
Questionnaires, Focus Groups

2012

Social Media Research

Technology Development

1870

Telephone Invented - 1876 ^V
Recoding Device Invented -
1877 ^{VI}

First smart phone developed –
1992 ^{VII}

WWW (Web 1.0) available for
public to use ^{VIII}

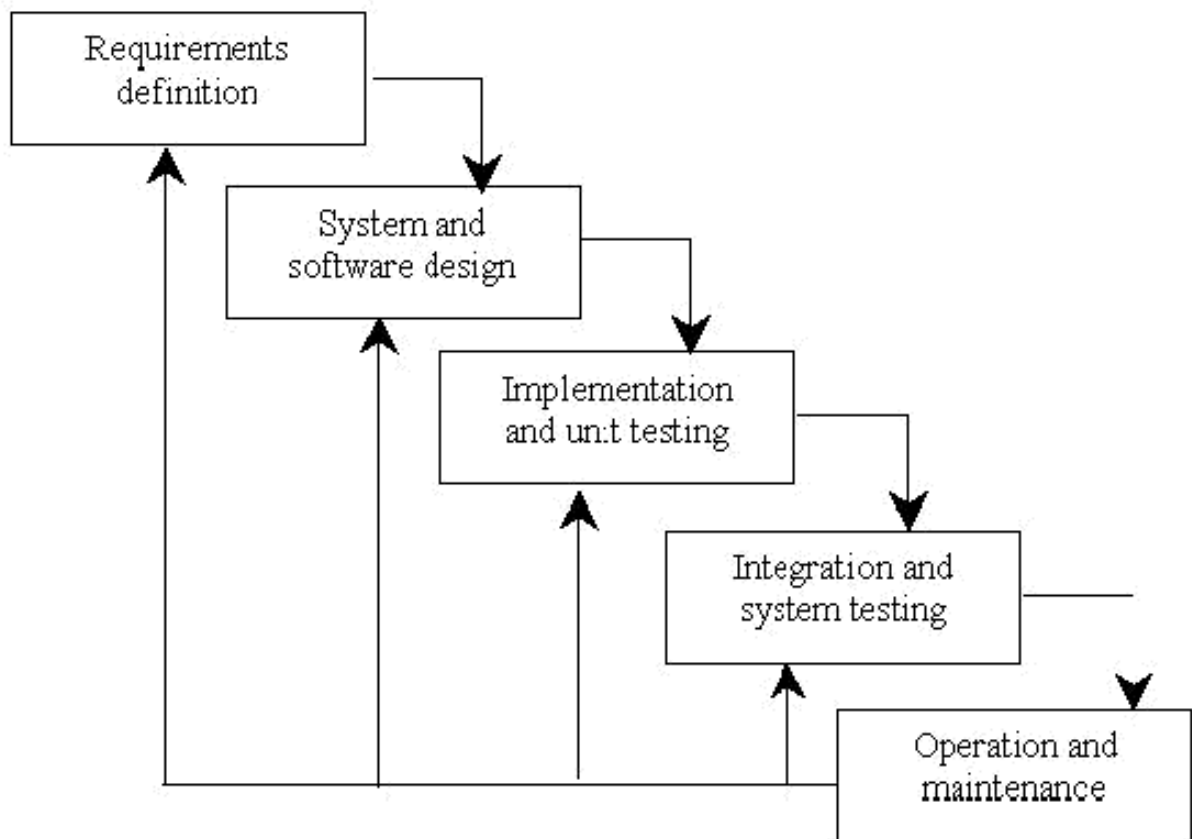
Interactive Web 2.0 developed
^{IX}

2000

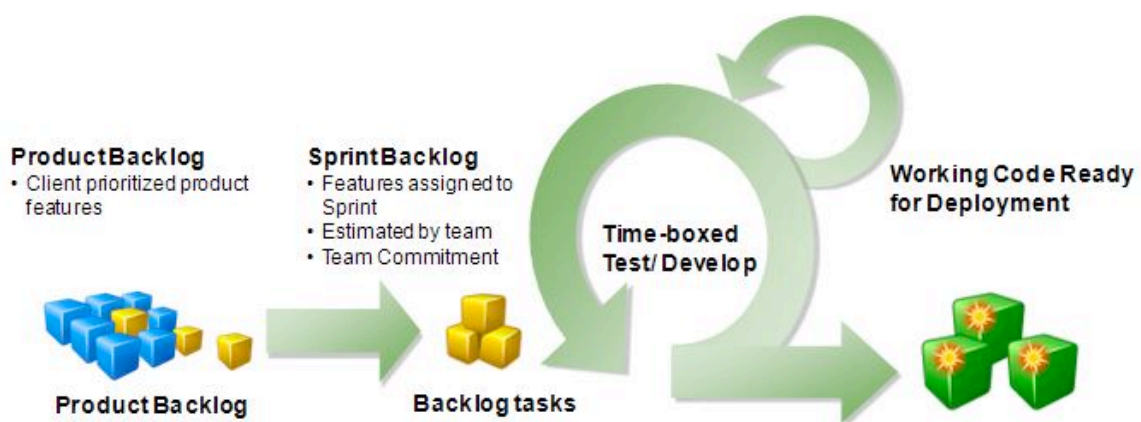
Facebook Developed – 2004^X

Twitter Developed – 2006^{XI}

Appendix B: The Waterfall Model^{xii}



Appendix C: The Agile SCRUM Model^{xiii}



Sprint Planning Meeting

- Review Product Backlog
- Estimate Sprint Backlog
- Commit

Daily Scrum Meetings

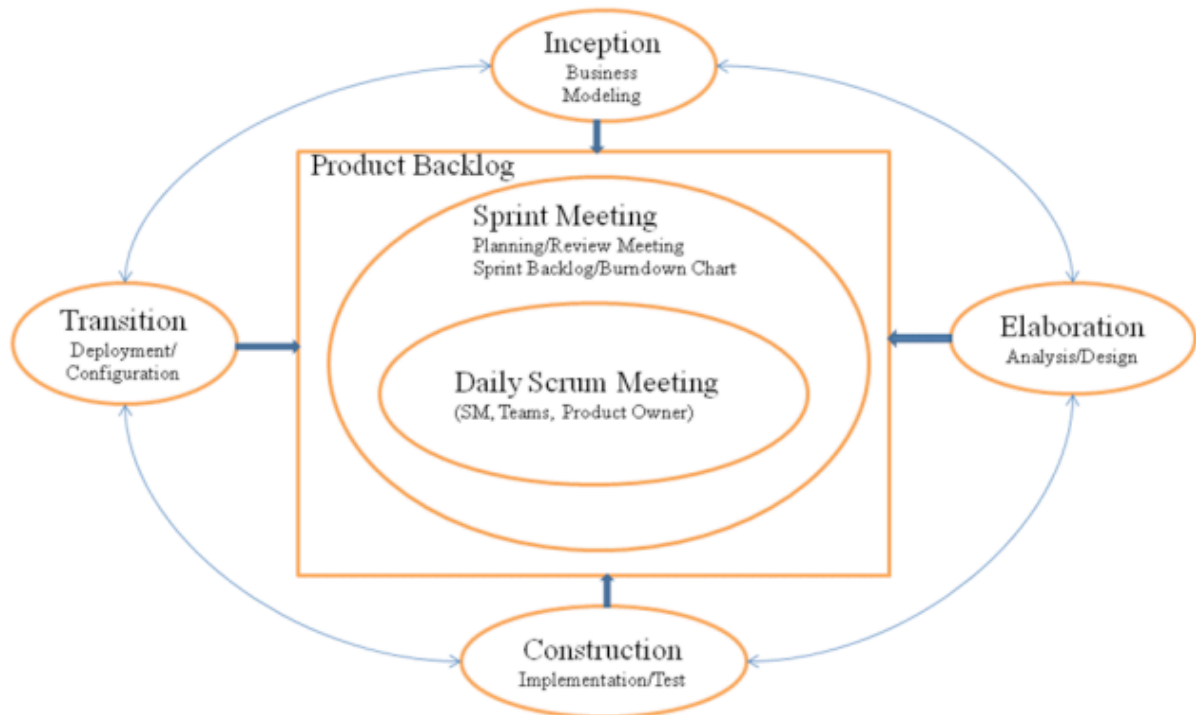
- Done since last meeting
- Plan for today
- Roadblocks/Accelerators?

Sprint Review Meeting

- Demo features to all
- Retrospective on the Sprint Adjustments

Time-boxed "Sprint" Cycles

Appendix D: The Hybrid Model ^{XIV}



	Sprint 1	Sprint 2	...	Sprint n
• Product Backlog • Burndown Chart	Sprint Planning Meeting (Sprint Backlog)	Sprint Planning Meeting (Sprint Backlog)	...	Sprint Planning Meeting (Sprint Backlog)
	Daily Scrum Meeting	Daily Scrum Meeting	...	Daily Scrum Meeting
	Business Modeling	Business Modeling	...	Business Modeling
	Analysis/Design	Analysis/Design	...	Analysis/Design
	Implementation/Testing	Implementation/Testing		Implementation/Testing
	Deployment/Configuration	Deployment/Configuration		Deployment/Configuration
	Sprint Review Meeting	Sprint Review Meeting	...	Sprint Review Meeting

^I Paplan R, Saccuzzo D, 2010, Psychological Testing: Principle, Applications and Issues, 8th Edition, Belmont, Accessed 17th October 2012

^{II} The History of Marketing Research, Online, Available at:
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^{III} Market Research Focus Groups, 2012, Online, Available at:
<http://www.b2binternational.com/publications/white-papers/market-research-focus-group/>, Accessed 17th October 2012

^{IV} The History of Marketing Research, Online, Available at:
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^V Hayes has First Phone Installed in White House – History.com, 2012, Online, Available at:
<http://www.history.com/this-day-in-history/hayes-has-first-phone-installed-in-white-house>, Accessed 17th October 2012

^{VI} The Soundry Timeline: 2012, Online, Available at:
<http://library.thinkquest.org/19537/Timeline.html>, Accessed 17th October 2012

^{VII} The Smartphone Revolution: The Growth of Smartphones and Exchange Active Sync, 2012, Available at: <http://mail2web.com/blog/2011/05/smartphone-revolution-growth-smartphones-exchange-activesync/>, Accessed 17th October 2012

^{VIII} History of the World Wide Web, 2012, Online, Available at:
<http://www.nethistory.info/History%20of%20the%20Internet/web.html>, Accessed 17th October 2012

^{IX} Introduction to Web 2.0, 2012, Online, Available at: <http://www.exforsys.com/tutorials/web-2.0/introduction-to-web-2.0.html>, Accessed 17th October 2012

^X Facebook Info, 2012, Online, Available at: <http://www.facebook.com/facebook/info>, Accessed 17th October 2012

^{XI} Twitter CrunchBase Profile, 2012, Online, Available at:
<http://www.crunchbase.com/company/twitter>, Accessed 17th October 2012

^{XII} Software Development Lifecycle Models, Online, Available at: <http://softwaretesting-pvn.blogspot.co.uk/2010/06/software-developement-process-models.html>, Accessed 6th November 2012

^{XIII} Using Agile Model in Web Development, Online, Available at: <http://seyekuyinu.com/using-agile-model-in-web-development/>, Accessed 6th November 2012

^{XIV} A Hybrid Software Development Method for Large-Scale Projects: RUP with SCRUM, Luyun Cho, Colorado State University, Online, Available at:
http://iacis.org/iis/2009/P2009_1267.pdf, Accessed 6th November 2012